

**A SEMIOTIC ANALYSIS ON PUNK ATTRIBUTES WORN BY
PUNKERS FOUND IN JALAN CILIWUNG MALANG**

UNDERGRADUATE THESIS

BY

NUR CHOLIS

NIM 125110100111109



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITAS BRAWIJAYA
2018**

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UNDERGRADUATE THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY
NUR CHOLIS
NIM 125110100111109**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITAS BRAWIJAYA
2018**

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Nur Cholis

NIM : 125110100111109

Address : Gintung Lor Blok 1 RT 02 RW 01 Susukan Cirebon

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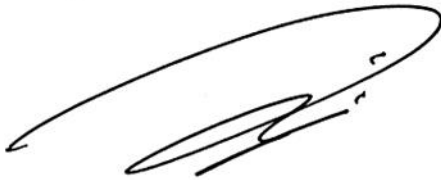
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Nur Cholis
125110100111109

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by the supervisor

Malang, 25 April 2018
Supervisor

A handwritten signature in black ink, consisting of a large, sweeping loop followed by a series of smaller, more intricate strokes.

Muhammad Rozin, S.S., M.A
NIK. 201304 851009 1 001

This is to certify that the undergraduate thesis of **Nur Cholis** has been approved by the Board of Examiner as one of the requirements for the degree of *Sarjana Sastra*



Sahiruddin, S.S., M.A., Ph.D., Chair
NIP. 197901 16 200912 1 001



Muhammad Rozin, S.S., M.A., Member
NIK. 201304 851009 1 001

Acknowledged by,
Head of Study Program of English



Juliati, M.Hum
NIP. 19720929 200604 2 001

Sighted by,
Head of Department of
Languages and Literature



Sahiruddin, S.S., M.A., Ph.D
NIP. 197901 16 200912 1 001

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Nur Cholis

ABSTRACT

Cholis, Nur. 2018. **Semiotic Analysis on Punk Attributes Worn By Punks Found In Jalan Ciliwung Malang**. Study Program of English, Department of Languages and Literature, Brawijaya University. Supervisor: Muhammad Rozin, S.S., M.A

Keywords: Semiotics, Connotation, Denotation, Punk, Attribute

This research is motivated by the interest of the writer to know the meaning of the attributes used by the punk community because the attributes used by them are unique in Indonesia even in the world, because punk is a sub-culture and punk is better known of the attributes or fashion that it uses, the writer decided to conduct research on semiotic analysis on the Ciliwung punks' attributes. Therefore, in this study the author attempts to answer some of the problems 1. What are the denotative meanings exemplified by each sign found in Ciliwung punk attributes. 2. What are the connotative meanings exemplified by each sign found in Ciliwung punk attributes.

This study used a qualitative approach to describe the attributes worn by Ciliwung Punks' community. The processes of collecting are non-participant observation, interview on 3 Ciliwung punks (Nopan, Erik and Rama) and documentation. After that the writer did the analysis by using Saussure's theory of sign followed by Barthes' order of signification.

The result of the study showed that there were 10 attributes that included hairstyle (Mohawk), accessories (pig fangs, chains, piercings and rings) and shirts (jackets, shirts, pants and shoes). Every attribute used by Ciliwung punks' community had denotative meaning and connotative meaning. Denotation is primary, intentional meaning of a sign. Connotation is extended or secondary meaning of a sign. For example, Mohawk signifies hair style that the hair is removed from the sides of the head and a central strip is made to point out from the head, but the connotative meaning from Mohawk that is a resistance to the destiny of God.

If the next researcher interested in the application of Saussure and Barthes' signification theory, the next researcher can use another object to be analyzed such as advertisement, movie or poster. The next researcher also can use another theory in the analysis of sign such as Peirce's system or code system proposed by Chandler because their theory is one of the theories that are applied in the sign analysis.

ABSTRAK

Cholis, Nur. 2018. **A Semiotic Analysis on Punk Attributes Worn By Punkers Found in Jalan Ciliwung**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: Muhammad Rozin, S.S., M.A,

Kata Kunci : Semiotik, Konotasi, Denotasi, Punk, Atribut

Penelitian ini dilatarbelakangi oleh ketertarikan penulis untuk mengetahui makna dari atribut yang digunakan oleh komunitas anak punk karena atribut yang digunakan oleh mereka itu tidak umum di Indonesia bahkan di dunia, karena punk merupakan sub kulture dan punk lebih dikenal dari atribut atau fashion yang digunakannya, maka penulis memutuskan untuk mengadakan penelitian tentang analisa semiotik pada atribut anak punk Ciliwung. Oleh karena itu, dalam penelitian ini penulis mencoba untuk menjawab beberapa rumusan masalah antara lain 1. Apa sajakah makna denotasi yang ditunjukkan oleh tanda tanda dalam atribut Punk Ciliwung. 2. Apa sajakah makna konotasi yang ditunjukkan oleh tanda tanda dalam atribut Punk Ciliwung.

Penelitian ini menggunakan pendekatan kualitatif untuk mendeskripsikan atribut yang digunakan oleh komunitas anak punk ciliwung. Proses pengumpulan data yaitu observasi partisipasi pasif, wawancara pada 3 anak punk Ciliwung (Nopan, Erik dan Rama) dan dokumentasi. Setelah itu penulis melakukan analisis dengan menggunakan teori tandanya Saussure diikuti urutan signifikasinya Barthes.

Hasil penelitian menunjukan bahwa ada 10 atribut yang meliputi gaya rambut (Mohawk), aksesoris (taring babi, rantai, tindik dan ring) dan baju (jaket, kaos, celana dan sepatu). Setiap atribut yang digunakan oleh komunitas anak punk Ciliwung memiliki makna denotasi dan makna konotasi. Seperti contoh, Mohawk menandakan gaya rambut yang dipotong dari samping kepala dan rambut tengahnya dibuat berdiri dari kepala, tetapi makna konotatif dari Mohawk yaitu merupakan perlawanan terhadap takdir Tuhan.

Jika peneliti berikutnya tertarik pada penerapan teori signifikasi Saussure dan Barthes, peneliti berikutnya dapat menemukan objek lain untuk dianalisis seperti iklan, film atau poster. Peneliti berikutnya juga dapat menggunakan teori lain dalam analisis tanda seperti sistem Peirce atau sistem kode yang diajukan oleh Chandler karena teori mereka adalah salah satu teori yang diterapkan dalam analisa tanda.

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CHAPTER I

INTRODUCTION

This chapter consists of background of the study, problems of the study, objectives of the study and definition of key terms.

1.1 Background of the Study

In life, we cannot rid of a communication. According to Tubbs and Moss (cited in Mulyana, 2008:65) communication is a process of meaning formation between two people or more. Communication is a tool to deliver a message both verbal and non-verbal. Communication can be distinguished into two kinds; the first is the common two ways communication, in this communication, both the receiver and the sender of the information are free to give feedbacks to each other's utterance, for instance telephone or normal conversation. In contrast with the two ways communication, a one way communication does not allow feedbacks from the information receiver, so the only following information is from the sender, for example is television broadcast or radio broadcast. A life style is a form of one-way communication because it tries to convey meaning through visual perception.

Sless (1981) explained that visual communication is communication through a visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional

images, it includes: signs, design, drawing, graphic, typography, illustration, industrial design, advertising, colored animation, and electronic resources. It was further emphasized by Smith (2005) stating that visual communication has the idea that visual message accompanying text has a greater power to inform, educate, or persuade a person or audience. In order to be able to analyze those visual messages, one of the analytical tools is the theory of semiotics.

Semiotics is a study of sign; it analyzes everything that is invented by human being to produce meaning, be it body language, ritual, myths, and any other things. Umberto Eco explained that “semiotics is concerned with everything that can be taken as a sign” (Eco 1976, p.7). It shows that semiotics has a broad approach, furthermore Lester (1995) explained that it ranges from our gestures to what color dress we wear; and it may have meaning beyond the object itself. Consequently, the meaning behind any sign must be learned.

As previously explained, sign can be manifested in a lot of forms; one of the most common forms is visual sign. Visual signs can take many forms, for instance movie posters, novel cover, logo, advertisements, fashion and attributes. Among those forms, punk attributes is one of the most profound things to be analyzed. Punk is a culture popular among young people, especially in the late 1970s, involving opposition to authority expressed through shocking behavior, clothes and hair, and through fast loud music (Cambridge Advanced Learners’s Dictionary-3rd Edition). According to Fitrah Hamdani in Zaelani Tammaka (2007:164) subculture is a phenomenon of culture in advanced industrial society that commonly is formed based on age and class. Punk also is more known in

fashion and behavior that they show. Fashion is always related to clothes, style, make-up, or in short everything that is used by some one.

In this research, the researcher analyzed punk attributes by using theory of semiotics. The reason why this topic was chosen is because punk is more known in fashion, in Indonesia. Punk fashion is one kind of fashion that is uncommon in Indonesia moreover in the world because it is a subculture and then the punkers wear some attributes as like that not only as fashion but also they want to convey message through attributes worn by them. As previously explained, everything is sign and every sign has a meaning. So, punk attributes are important to be analyzed and an eligible subject to be researched.

The researcher researched punk attributes worn by punkers found in Jalan Ciliwung Malang. Thus the researcher created the research within the scope of semiotics. First the researcher will find out the meaning exemplified by each sign in the punk attributes, then the researcher deducted the connotational meaning of each attributes using Barthes' three layers of signification theory which is derived from Saussure's signifier and signified system. This research is designed to be functional and bring significance both practically and theoretically. Practically for the researcher, it will enrich the researcher's knowledge about semiotics and its application in punk attributes as sign. For the reader, this research will help to understand the meaning of the signs, especially denotative meaning and connotative meaning from attributes worn by punkers, the fact that every sign is a message and nothing is neutral. Academically for Linguistics, this research will broaden the knowledge regarding the analysis of meaning within attributes, in this

case punk attributes. For semiotics, hopefully this research can help to show how semiotic theories are applicable in the process of analyzing attributes. The fact that this research contributes to those aspects means that this research is not only conducted to fulfill the researcher's interest in attribute analysis, but also brings benefits to people and the development of semiotics. Based on the consideration stated above, the writer proposes this research entitled "A SEMIOTIC ANALYSIS ON PUNK ATTRIBUTES WORN BY PUNKERS FOUND IN JALAN CILIWUNG MALANG."

1. 2 Problems of the Study

Based on the background above, the writer formulates the following problems:

1. What are the denotative meanings exemplified by each sign found in Ciliwung Punk Attributes?
2. What are the connotative meanings exemplified by each sign found in Ciliwung Punk Attributes?

1.3 Objectives of the Study

Based on the formulated problems, the writer sets the following objectives of the study:

1. To find out the denotative meaning exemplified by each sign in Ciliwung Punk Attributes.

2. To investigate the connotative meaning exemplified by each sign found in Ciliwung Punk Attributes.

1. 4 Definition of Key Terms:

- a) **Semiotics** : Study that concerns with everything that can be taken as a sign (Eco, p. 7)
- b) **Sign** : As being composed of a ‘signifier’ (*signifiant*) and a ‘signified’ (*signifie*) (Saussure cited in Chandler 2004)
- c) **Denotation** : The first order of signification (Barthes cited in Chandler 2004)
- d) **Connotation** : A second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified (Barthes cited in Chandler 2004)
- e) **Punk** : A culture popular among young people, especially in the late 1970s, involving opposition to authority expressed through shocking behavior, clothes and hair, and through fast loud music (Cambridge Advanced Learner’s Dictionary-3rd Edition)

CHAPTER II

REVIEW OF RELATED LITERATURE

Formulated theory is necessary in order to conduct the research. Considering that, the researcher decided to use some theories as the base of the research. In this part, the researcher explained about the theories related with the research as well as the previous study.

2.1 Theoretical Framework

2.1.1 Semiotics

The human being is consumed by a need to unpick the reason for its existence on this world. This has led it to create signs and sign systems, such as languages, myths, art forms, sciences, etc, to help it do exactly that. The study of these and the laws that govern them in cultures throughout the world comes under the rubric of semiotics. Semiotics is known as a study of sign. Sign can be in a form of anything. The theory of semiotics can be used to analyze everything that is invented by human being to produce meaning, be it body language, ritual, myths, advertisement, cuisine, logo, attribute, or any other things. Hornby (2000, p. 1162) explained that “semiotics is the study of signs and symbols and of their meaning and use”. Word “*semiotics*” is taken from Greek that is “semion” that means sign. There are many definitions of semiotics that is uttered by some experts at semiotics. Ferdinand de Saussure (1996, p. 82-83) explained that “semiotics is a science that studies the role of signs as part of social life”. This science is part of social psychology. Umberto Eco (1976, p. 7) also explained that

“semiotics is concerned with everything that can be taken as a sign”. Semiotics in principle is the discipline studying everything which can be used in order to lie. If something cannot be used to express lie, so it also cannot be used to express rightness. While John Fiske (2004, p. 60) explained that “semiotics is the study of signs and the way it works”. From definitions above, semiotics is a study which studies the signs. As previously mentioned, sign can be manifested in many forms, from verbal to visual as long as it conveys a certain meaning.

2. 1. 2 Sign

Sign is anything such as color, a wink, a gesture, an object, an attribute, a food, a body language, etc, that stands for something else. Semiotics tries to further analyze the meaning of the signs around the world to show that everything in this world always stands for something and have certain meaning to it. In the process of analyzing the sign, there are two figures that play an important role in creating the theory; those two are Ferdinand de Saussure and Charles Sanders Peirce. Both of them were famous semioticians who created two different models in analyzing the sign, it is called Saussurean model and Peircean model. In Saussurean model, a sign consists of signifier and signified, signifier is the form that the sign takes and signified is the referred concept of it. The other model, which is proposed by Peirce has different concept, Peirce insisted that “All the universes are perfused with signs. If it is not composed exclusively of signs.” (Peirce, 1991) thus he believes that sign consists of three parts: Representament, Object, Interpretant. Representament is the form which the sign takes or the sign

vehicle. Object is the exact object which the sign refers to, and interpretant is the mental image that resulted when a receiver encounter the sign.

2. 1. 2. 1 Saussurean Model

Saussurean model is a sign analysis model proposed by Saussure. He believes that a sign consists of ‘signifier’ and ‘signified’. Signifier is the form that the sign takes and signified is the concept of it. Saussure (1983: p. 66) explained it:

A linguistic sign is not a link between a thing and a name, but between a concept [*signified*] and a sound pattern [*signifier*]. The sound pattern is not actually a sound; for a sound is something physical. A sound pattern is the hearer’s psychological impression of a sound, as given to him by the evidence of his senses. This sound pattern may be called a ‘material’ element only in that it is the representation of our sensory impressions. The sound pattern may thus be distinguished from the other element associated with it in a linguistic sign. This other element is generally of a more abstract kind: the concept.

Based on this explanation, Saussure believes that both signifier and signified are psychological just like what is shown in figure below:

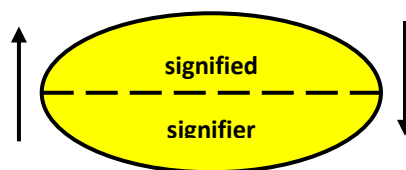


Figure 2.1 : Saussure’s Model of the Sign

Adopted from Saussure, 1967, 58

As shown in figure 1, there is a relation between the signifier and signified, the relation goes both ways. Within the Saussurean model, the *sign* is the whole that results from the association of the signifier with the signified (Jakobson, 1984). The relationship between the signifier and the signified is

referred to as ‘signification’, and this is represented in the Saussurean diagram by the arrows. The horizontal broken line marking the two elements of the sign is referred to as ‘the bar’. Daniel Chandler (2007, p. 15-16) explained that “a sign is a recognizable combination between signifier and signified, it is impossible a totally meaningless signifier or a completely formless signified”. In Saussure’s theory, rather than real object, the signified is just the concept, it is in sync with Umberto Eco (1976, p. 14-15) said that “it is somewhere between a mental image, a concept and a psychological reality”. His signified is not to be identified directly with such a referent but it is merely a concept in the mind - not a thing but notion of a thing (Chandler, 2007: p. 16). Further explanation for this concept can be taken from the observation by Susanne Langer (1951) who explained “Symbols are not proxy for their objects but are vehicles for the conception of objects . . . In talking about things we have conceptions of them, not the things themselves; and it is the conceptions, not the things, that symbols directly mean. Behavior towards conceptions is what words normally evoke; this is the typical process of thinking” furthermore, she also said that “If I say ‘Napoleon’, you do not bow to the conqueror of Europe as though I had introduced him, but merely think of him” (Langer 1951 cited in Chandler 2007, p. 17).

Saussure stresses that signifier and signified are inseparable as the two sides of a piece of paper (Saussure, p. 111) and it is intimately linked in the mind by an associative link – each triggers the others (Saussure, p. 66). Those two elements are also more independent, each of them does not pre-exist another. The relation between the signifier and signified is abstract, Saussure further argued

that signs only makes sense as a formal and generalized system. His conception of meaning was purely structural and relational rather than referential: primacy is given to relationships rather than to things (the meaning of signs was seen as lying in their systematic relation to each other rather than deriving from any inherent features of signifiers or any reference to material things) (Chandler, 2007). It means that signifier is arbitrary, or in other words it has no inherent features with the things that are referred to. Saussure emphasized that “No sign makes sense on its own but only in relation to other signs. Both signifier and signified are purely relational entities” (Saussure 1983, 118). It shows that he believes on the theory that sign meaning is perceived through its relation to other words within the system like explained in the figure 2 taken from (Saussure, 1967, p. 169)

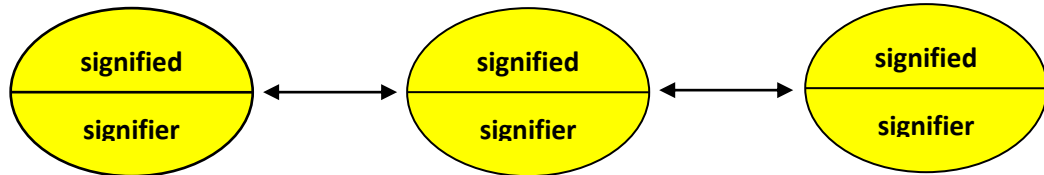


Figure 2.2: The Relation Between Signs

Adopted From Saussure 1967, 169

Saussure uses an analogy with the game of chess, noting that the value of each piece depends on its position on the chessboard (Saussure 1983.,88). The sign is more than the sum of its parts. While signification or what is signified, clearly depends on the relationship between the two parts of the sign, the value of a sign is determined by the relationships between the sign and other signs within the system as a whole (Saussure 1983.,112–13).

2. 1. 3 Denotation and Connotation

Denotation and connotation occurs from signification. (Danesi 2004, p. 12) “Signification is what happens in our mind when we use or interpret a sign.” Denotation leads us to assign a text within its original meaning. In contrast, connotative leads us to assign a text beyond its original meaning. Danesi (2004) suggested that connotation bring us to be more creative in interpreting signs. While According to Chandler (2007, p. 137) explained that ‘Denotation’ tends to be described as the definitional, literal, obvious or common-sense meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide. While connotation is the context dependent meaning, one sign can have more than one meaning according to the respondent and it is affected by the socio-cultural and personal association of the said respondent, thus making it more open in terms of interpretation compared with denotation. So, based on the definition above that denotation is a meaning that taken from dictionary and connotation is a meaning that taken other than dictionary, but can be taken from context and socio cultural. Denotation is sometimes regarded as a digital code and connotation as analogue code (Wilden 1987, p. 224).

Derived from Saussure's study of sign and signification, Barthes uses two terms to describe the signification process. Signifier (the object that produces meaning such as body, clothes, books etc.) and the signified (the concept or mental impression of the signified). The signified can have multiple significations (Easthope; 1993, p. 6). Barthes believes that there are different orders of

signification to distinguish between denotation and connotation. Denotation is the "literal or obvious meaning" or the first-order signifying system. For example the denotative meaning of an image refers to its literal, descriptive meaning. Connotation refers to second order signifying systems, additional cultural meanings. He develops further his idea of the relationship between denotation and connotation: denotation is associated with closure and Singularity (it is the enemy of free play, opposing even the limited plurality made possible by connotation), while connotation represents the principle of opening up the text to all kinds of cultural meanings, even to the point of questioning the coherence and the identity of the text. This leads to the issue of closed and open systems, two types of semiotic systems. Classical Hollywood cinema is an example of a closed system. It wants to be read in a certain way, guiding the viewer and resisting alternative readings. Experimental films are often open systems. There is no "correct" way of interpreting their meaning; on the contrary, they are open to all kinds of readings (Barthes, 1957). The first order of signification is that of denotation, at this level there is a sign consisting a signifier and signified. Connotation is a second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified (Chandler, 2007). The figure by Barthes called orders of signification will help in understanding the concept (Barthes, 1957):

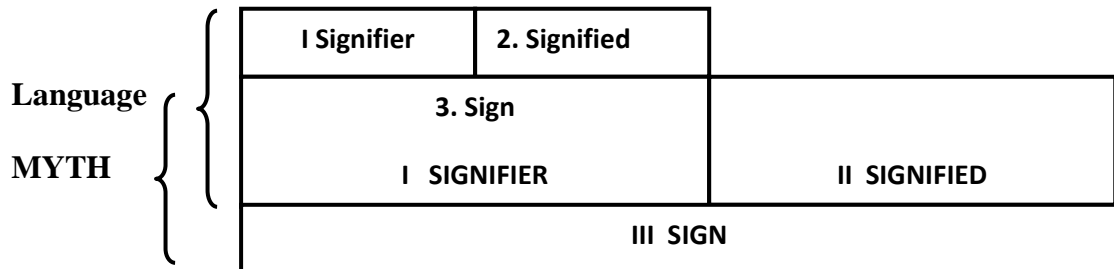


Figure 2.3 : Orders of Signification

Adopted From Barthes, 1957

In this framework, the signifier of a connotation is derived from the denotative sign. A signified on one level can become a signifier on another level. This is the mechanism by which signs may seem to signify one thing but are loaded with multiple meanings. Barthes argues that connotation is a sign which is derived from the signifier of a denotative sign so denotation leads to a chain of connotations, for example when changing from sharp focus to when taking photograph can generates different connotation. He explains that denotation is an underlying and primary meaning while connotation is the extended meaning.

2. 1. 4 Punk

Lexically, according to An english-indonesian dictionary punk is fuse, a youth people who is inexperience. While, in Oxford Learner's Pocket Dictionary- 4th Edition explained that punk is rude or violent young man or boy. Punk also means punk rock, loud and aggressive rock musick popular in the late 1970s and early 1980s. Person who likes punk rock and wears leather clothes, metal chains and has brightly colored hair is called punk rocker. Punk is a group of young people that line certain location up with wearing worn-out cloth and attributes for example suspenders, spike belt, chain necklace, bracelet, boot, sock, leather jacket

chocablock emblem, hair with mohawk style and present fast loud song. Although not all punkers style and dress up like that, for them punk is as soul and no need to show themselves because punk essentially is subjective character (only they know themselves that they are a punker or not), they usually are not too conspicuous in dressing up.

Moran, Ian P. (2011) stated that the punk movement is often viewed as a youth culture based on teen adolescence angst. Punk as a subculture goes much further than rebellion and fashion as punks generally seek an alternative lifestyle divergent from the norms of society. Therefore, this community stands out based on the similarity of way of thinking. They are disgusted by the government and against the primitive mindset of society and too troubling the morale of bother when it did not bother him. The subculture brings about the DIY as their community term. It comes from as resistance against to the some people that can not buy the things what they needed. According to Anna Simkova (2012) said that punker who had not so much money to buy every month something new, conditions were hard therefore after the World War II, various manuals how to improve the living appeared and the term DIY started to be used in connection with them.

In Indonesia punk begin to appear in big city as Jakarta, Bandung, Surabaya, Malang in 1990. They fight against Suharto's regime. Punk entered Indonesia during the time of the prosperity of Suharto and riots in the late 1990s that marked the fall of Suharto era regime into the fertile fields of the Indonesian

punkers. And also referred to as a liberation arena for depressed youngsters in the midst of a corrupt and violent life (Radioaustralia.net).

According to Widya (2010: p 54-60) there are many kinds of punk, such as: Anarcho Punk, Crust Punk, Glam Punk, Nazi Punk, Oi, Queercore, Riot Grrrl, Scum Punk and Skate Punk. Anarco punk is anti-authoritarian, anti-capitalist, synonymous with violence, trying to stay away from drugs / sex / alcohol as judged as a form of self-denial, often criticizing the power and weakness of the punk movement itself. Crust Punk is live and protest on the streets, homeless with temporary jobs, often begging, living from public waste as a realization of unused resource utilization. Glam Punk is its members are artists with various works, androgynous, away from discord. Nazi Punk is a white nationalist ideology synonymous with white skinheads, the songs created express hate against other minority groups. Oi is its members are hooligans, do their main mischief every football game, look down on the elite and the people who work for the elite like slaves. Queercore is its members are LGBT (Lesbian, Gay, Bisexual, Transsexual), criticize and voice the issue of sexuality and gender in his work. Riot Grrrl is feminist punk movements that criticize and voice issues about women such as rape, domestic violence, etc. Scum Punk is its members are called Straight Edge Scene, deeply concerned with cleanliness, moral goodness, respect for others and trying not to eat things that can damage the body, have a life hard die young philosophy. And then, Skate Punk is its members are skateboarders and Ska Punk: a collaboration between punk and Jamaican Reggae music).

2. 2 Previous Studies

There are some researchers that also applied the approach of semiotics into their research; the researcher of this study took two previous studies which are closely related with the current study. The first study entitled “A Semiotic Analysis on DAGADU T-Shirt”, a descriptive qualitative research by Asri Hasanah (2010). In her research she tries to explore the meaning of signs on T-Shirts of Dagadu Product and find out the meaning of their linguistic symbols and then relate linguistic symbols and pictorial symbol. He used a theory of semiotics especially in the frame of cultural semiotic representation and focuses on the aspect of object sign such as Piercian semiotic models. For example in analyzing the design of Dagadu Product “Absolute Djokdja” version, she tries to analyze the linguistic symbol appeared and then to analyze pictorial symbol by using pierce’s models. After that she finds that Dagadu Products use a traditional theme about Jogja province, dagadu design a product with familiar iconic theme such as Jogja culture, special foods, Jogja Kingdom (Keraton) and Jogja tourism. There is relation between linguistic and pictorial symbol in dagadu design.

Second study entitled “Peirce’s Semiotics Analysis of Icon and Symbol on Perfume and Advertisement” is qualitative study by Audia Eriana (2015). In her research, she tries to describe, explain, and analyze the meaning of the signs and investigates its semiotics process using Charles Sanders Peirce’s theory. In the process of conducting the analysis, first she downloads and prints the data that were taken from Sephora site (www.sephora.com), then she determines which one is the icon and the symbol first from the advertisement, and use it as the data. From the data (icon and symbol), she analyzes the object and the icon and the

symbol, and finally got the interpretant in order to give the meaning for the advertisement. In giving meaning, it is only based on the interpretant's formulation of icon and symbol and also based on her understanding in interpreting the sign. She found out 29 icons and 23 symbols from the 29 advertisements. She also gets the 29 meanings of the advertisement. She concluded that each advertisement had different both sign and meaning. For example in analyzing woman perfumes advertisement in the site of Sephora (www.sephora.com) in "BALENCIAGE" brand. In BALENCIAGE brand, She finds an icon that is a picture of Kristen Stewart without any shirt and with flowers in her arms and she also finds rosabotanica as a symbol of this data. From the icon, she interprets that this perfume gives you image of both mildness and firmness and also its natural fragrance can show up more your natural personality. From the symbol, she interprets that is this perfume gives you the beauty and fragrance of roses and also the naturalness sensations of botanic which can give you the natural but exclusive. Finally, she concludes that this advertisement sends the message or meaning that the fragrance from this perfume is the perfume gives you an image that you will have mildness but firmness personality because of its roses (as firmness) and natural botanic (as mildness) fragrance.

From those previous researches, the writer tries to apply semiotic theory into broader subject and tries to analyze punk attributes by using semiotic theory. The difference between previous research and current research is the object and the objective of the research. In this research, the writer uses punk attributes in Jalan Ciliwung to be analyzed, the writer also tries to find the denotative

menaning and connotative meaning by using Saussure's theory of sign followed by Barthes' signification system.

CHAPTER III

RESEARCH METHOD

Research method is a kind of systemic work plan in order to make its main purpose easier to achieve. The method in this research was chosen by considering its appropriateness of the research object. This research method was arranged based on the problem analyzed and the objectives of the research. The research method consists of research design, data and data source, data collection, and data analysis.

3.1 Research Design

The researcher used qualitative approach in this research. Qualitative research is characterized by its aims, which relate to understand some aspects of social life, and its methods which generate words, rather than numbers, as data for analysis (Patton, 2002). This research used qualitative approach because the purpose of this research is to find meaning of the sign found in Punk Attributes at Jalan Ciliwung Malang.

3.2 Data and Data Source

According to Ary *et al* (2002, p.525), “using multiple source of data and avoiding reliance on a single data source enhances corroboration of the findings.” In this research, the researcher analyzed punk attributes as the data that are found in Jalan Ciliwung. The reason why Jalan Ciliwung was chosen is because there

are many punkers that gather in Jalan Ciliwung and they are welcomed and easy to be interviewed then other punkers group.

3.3 Data Collection

In this research, in order to collect the data the writer became the instrument of the research. It means that the writer also acted as the researcher for the research.

The Process of collecting the data were as follows:

a. Observation

Observation is a means of collecting data by taking directly to objects or substitutes such as film, reconstruction, video and the like.

There are two kinds of observations:

1. Participant Observation

Participant observation is an observation that allows researchers to observe the lives of individuals or groups in real situations, where there are real settings without being controlled and systematically arranged like experimental research, for example.

2. Non Participant Observation

Non participant observation is observation which in its implementation does not involve research as participation or group under study. In non-participant observation, the researcher only visited the place of research, reviewed what was there and not directly involved in the implementation as research as the participants studied.

In this study, the researcher used non-participant observation because in analyzing the attributes of punk, a direct observation (participant) is redundant and insignificant in finding out the result of the research. The tool that was used to take the picture as the data in this observation was a camera.

b. Interview

Interview is a conversation with a specific purpose (Moleong, 2001: 135). Data collection in this research using in-depth interview method, while the tool is used is a tape recorder.

Interview is a conversation with a specific aim and purpose in which the conversation is conducted by two parties, namely the interviewer who ask questions and the interviewee who provide answers to questions given.

In this interview process the questions are not structured, and in a relaxed free atmosphere the intention is to eliminate the formal impression by adjusting to the situation with the punk child. The intent of holding an interview is to construct about a person, event, activity, organization, feeling, motivation, demands, concern, and so on.

In this study the researcher used the general guidance of interviews in the form of framework and outline of the main points that asked in the interview process, while the implementation is adjusted to the subject circumstances in the context of the actual interview. Non-rigid determination is expected to assist in deeper digging of the information

needed. Interviews in this study are also open so that the subjects know that they are being interviewed and know what the purpose and purpose of the interview (Satori and Komariah, 2009: 130).

In this research, the researcher interviewed three informants. They are Nopan, Erik, and Rama. The reason why they are chosen because they are almost every night hang out in Jalan Ciliwunng Malang while their friends spread out in some locations and they are understand about punk attrinutes. The purpose of this interview is to get the information that is correlated with this study and then this information was used by researcher as the data. The interview was conducted from October to November 2017.

3.4 Data Analysis

The processes of analyzing data are explained below:

1. Finding out denotative meaning of attributes that are worn by punkers in Jalan Ciliwung

In this stage, the writer found out the exemplified signs in the punk attributes, after finding out all the signs that are present in the punk attributes, the researcher tried to find the denotative meaning of the signs using Saussure's theory of sign followed by Barthes' signification system.

2. Finding out connotative meaning

In this stage, because the denotative meanings had been already figured out, the researcher tried to figure out the connotative meaning of

the signs using Saussure's theory of sign followed by Barthes' signification system.

All those steps would be repeated for all the chosen sign until a conclusion can be made.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the writer described and analyzed the data taken from the punk attributes that are worn by punkers found in jalan Ciliwung Malang. In this section, the presentation of data was divided into two sections according to the research question. First is analysis of denotative signs and second is analysis of connotative signs.

4.1 Findings

The writer found some punk attributes used by punk of Ciliwung based on five pictures of punk of Ciliwung and then the data are analyzed in two steps. The first step, the researcher analyzed to find the denotative meaning from Barthes' signification system. The second step, the researcher analyzed to figure out the connotative meaning from Barthes' signification system.

Chandler (2007, p. 137) explained that 'Denotation' tends to be described as the definitional, literal, obvious or common-sense meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide. While connotation is the context dependent meaning, one sign can have more than one meaning according to the respondent and it is affected by the socio-cultural and personal association of the said respondent, thus making it more open in terms of interpretation compared with denotation.

4.1.1 Picture 1



4.1.1.1 Analysis of Denotative Signs

No	Signifier	Signified
1	Mohawk	Hair style that the hair is removed from the sides of the head and a central strip is made to point out from the head.
2	T-shirt	A simple piece of clothing which covers the top part of the body and which has no collar.
3	Jacket	A short coat.
4	Trousers	A piece of clothing that covers the

		lower part of the body from the waist to the feet, consisting of two cylindrical parts, one for each leg, which are joined at the top.
5	Shoes	One of a pair of coverings for your feet, usually made of a strong material such as leather

Table 4.1 Signifier and Signified in Picture 1

In picture 1, there are 5 signs that are included as punk attribute. The first signifier of picture 1 is 'mohawk'. While, it signifies hair style that the hair is removed from the sides of the head and a central strip is made to point out from the head. Mohawk is hair style in punkers fashion and sometimes they are brightly coloured hair style such as red and yellow. The second signifier of picture 1 is T-Shirt. While, it signifies a simple piece of clothing which covers the top part of the body and which has no collar. Punkers use black T-Shirt with the picture of bands that they support and love. The third signifier of picture 1 is jacket. While, it signifies a short coat. Jacket is used to protect the punkers against cold and windy weather. There are two colours of jackets that is black and red. They are often decorated their jacket by themselves with emblem, pins, and metal studs. The fourth of picture 1 is trousers. It signifies a piece of clothing that covers the lower part of the body from the waist to the feet, consisting of two cylindrical parts, one for each leg, which are joined at the top. The fifth of data 1 is shoes. It

signifies one of a pair of coverings for your feet, usually made of a strong material such as leather.

4.1.1.2 Analysis of Connotative Signs

No	Signifier	Signified	
1	Mohawk	Hair style that the hair is removed from the sides of the head and a central strip is made to point out from the head	
		SIGNS	Connotative Meaning: A resistance to the destiny of God.
2	T-shirt	A simple piece of clothing which covers the top part of the body and which has no collar.	
		SIGNS	Connotative Meaning: The depiction of favorite or support to particular band and resistance to inhuman acts.

3	Jacket	A short coat.	
	SIGNS		Connotative Meaning: Place to deliver idea and creativity from punkers.
4	Pants	A piece of clothing that covers the lower part of the body from the waist to the feet, consisting of two cylindrical parts, one for each leg, which are joined at the top.	
	SIGNS		Connotative Meaning: The depiction of economic crush and then rips pants on the knees mean freedom from economic crush.
5	Shoes	One of a pair of coverings for your feet, usually made of a strong material such as leather	

	SIGNS		Connotative Meaning: Depiction act of caring for labor society.

Table 4.2 Connotation in Picture 1

In analyzing the connotative sign, the researcher uses Barthes' orders of signification framework (1997). Connotation is second order of signification which uses the denotative sign (signifier and connotation) as its signifier attaches to it an additional signified (Chandler, 2007).

The first connotation from the Mohawk, Mohawk is an opposition to the fate of God. Punkers assume that their strata are a "destiny" that can be resisted or changed by way of work, for example selling (opening shop Distro), singing and playing musical instrument, and so on that is important rightful does not steal people's money (corruption).

The second connotation from T-Shirt, T-Shirt is a depiction of favorite or support to particular band and resistance to inhuman acts. On punkers' T-Shirt there is symbols of particular band or written that depicts resistance to inhuman acts, for example, T-Shirt that written "ANTI DISKRIMINASI". It means that punkers resist everything that is reputed inhumanity.

The third connotation from Jacket, Jacket is a place for deliver punkers' idea and creativity. Jacket is often used to pin various accessories, such us emblem, spikes, pins, etc. Through the emblems that is pinned by punkers,

punkers' ideas are delivered and then they pour their creativity with other accessories to decorate their jacket. The fourth connotation from pants, pant is the depiction of economic crush and then rips pants on the knees mean freedom from economic crush. The fifth connotation from shoes, the shoes that is wear are not just for style, because punk originally comes from the unfit laborers, and the average workers wear boots. Boots is worn by punkers to depict act of caring for labor society.

4.1.2 Picture 2



4.1.2.1 Analysis of Denotative Signs

No	Signifier	Signified
1	Boar tusk	Necklace

Table 4.3 Signifier and Signified in Picture 2

The signifier of picture 2 is 'boar tusk'. While, it signifies a necklace. Boar tusk is long pointed teeth which stick out from the mouth of a boar that is used by punkers as a necklace. Boar tusk is one of accessories of punk that have connotative meaning. There are many accessories punk, such as emblem, piercing, chain, and ring.

4.1.2.2 Analysis of Connotative Signs

No	Signifier	Signified	
1	Boar tusk	Necklace	
	SIGNS		Connotative Meaning: Criticism of the greed of government official.

Table 4.4 Connotation in Picture 2

In analyzing the connotation, the researcher uses Barthes' orders of signification framework (1957). Connotation is a second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it and additional signified (Chandler, 2007).

Second order of signification from boar tusk is criticism of the greed of government official. Boar tusk is one of punkers' accessories that used by punkers Ciliwung that has connotative meaning criticism of the greed of government official. In Indonesia there are still government officials who earn from the taxes of the society, but still do the act of corruption. Government official that do corruption is likened to boar because boar is one of the most voracious animals.

Boar is also one of the animals that are excrement in Islamic law that unfit for prayer. The act of corruption is one of the actions that are not commendable even prohibited for harming the people of Indonesia that should be prosperous because of its rich nature, but cannot because many corrupt government officials.

4.1.3 Picture 3



4.1.3.1 Analysis of Denotative Signs

No	Signifier	Signified
1	Piercing	A hole made in the body for wearing jewellery, or the process of making such a hole.

2	Emblem	A picture of an object which is used to represent a particular person, group or idea
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Table 4.5 Signifier and Signified in Picture 3

The first signifier of picture 3 is piercing. while, it signifies a hole made in the body for wearing jewellery, or the process of making such a hole. Piercing is used by punkers to catch attention other people. Punkers of Ciliwung pierces some parts of body. Such as, nose, tongue, lips and ear both one ear or two ears.

The second signifier of picture 3 is emblem. Emblem signifies a picture of an object which is used to represent a particular person, group or idea by punkers. Punkers of Ciliwung used some emblems that is sewn in their jacket or pants.

4.1.3.2 Analysis of Connotative Signs

No	Signifier	Signified	
1	Piercing	A hole made in the body for wearing jewellery, or the process of making such a hole.	
	SIGNS		Connotative Meaning: Rebellion of cultural in java society.

2	Emblem	A picture of an object which is used to represent a particular person, group or idea	
	SIGNS		Connotative Meaning: Depiction of punkers that is anti-rank.

Table 4.6 Connotation in Picture 3

In analyzing the connotation, the researcher uses Barthes' orders of signification framework (1957). Connotation is a second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it and additional signified (Chandler, 2007).

There are two connotative meaning in the picture. The first connotation is rebellion of norms prevailing in java society. Piercing signifies a hole made in the body for wearing jewellery, or the process of making such a hole. Punkers of Ciliwung pierces some parts of body. Such as, nose, tongue and ear both one ear or two ears. But, for the punkers of Ciliwung, pierching is used by punkers to catch attention other people it also has meaning that is rebellion of norms prevailing in java society. In java, piercing commonly is used by woman and is worn at ears. Punkers of Ciliwung use piercing not only at ears but also some parts of their body, such as tongue, nose, and lips.

The second connotation of emblems, Emblem signifies a picture of an object which is used to represent a particular person, group or idea by punkers. Punkers of Ciliwung used some emblems that is sewn in their jacket or pants that has connotative meaning that punkers of Ciliwung does not know promotion. In punkers' community there is no rank. All members of punkers' community is the same or equal.

4.1.4 Picture 4



4.1.4.1 Analysis of Denotative Signs

No	Signifier	Signified
1	Ring	A circle of any material

Table 4.7 Signifier and Signified in Picture 4

The signifier of picture 4 is ring. It signifies a circle of any material. Ring is punkers' accessories which is used by them as decoration of their jackets or pants. Ring is one of the punkers' accessories among the many other accessories that is used by punkers, such as emblems, pins, metal buttons, chains, earrings and necklace boar tusk.

4.1.4.2 Analysis of Connotative Signs

No	Signifier	Signified	
1	Ring	A circle of any material	
	SIGNS		Connotative Meaning: Depiction of strong friendship circle.

Table 4.8 Connotation in Picture 4

In analyzing the connotation, the researcher uses Barthes' orders of signification framework (1957). Connotation is a second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it and additional signified (Chandler, 2007).

There are many accessories that are used by punkers such as boar necklace, emblems, earrings, pins, metal buttons, chains and rings. Ring is one of accessory which is used by punkers Ciliwung. Ring for punkers Ciliwung not only a circle of any material but also has a connotative meaning. The connotative meaning of ring is for punkers Ciliwung that is a depiction of strong friendship circle. Their strong solidarity is proved when there is one of punker who has a

problem, then the other punkers will help him, as well when Nopan (one of punkers Ciliwung) only has a single cigarette while there are three friends who do not have a cigarette, then the cigarette is quarreled with how to play the cigarette. So, ring is used by punkers to symbolize their solidarity that is strong like ring.

4.1.5 Picture 5



4.1.5.1 Analysis of Denotative Signs

No	Signifier	Signified
1	Chain	A set of connected or related ring that is made of metal.

Table 4.9 Signifier and Signified in Picture 5

The signifier of picture 5 is chain. It signifies a set of connected or related ring that is made of metal. Chain is used by punkers to enchain their wallet lest fallen or .stolen. Chain is same with ring, pins, emblem, metal button, ring, boar tusk, and earrings as punkers' accessory. Punkers use chains in addition to tying their wallets as well to add to the perfection of their appearance.

4.1.5.2 Analysis of Connotative Signs

No	Signifier	Signified	
1	Chain	A set of connected or related ring that is made of metal.	
	SIGNS		Connotative Meaning: Ties of brotherhood.

Table 4.10 Connotation in Picture 5

In analyzing the connotation, the researcher uses Barthes' orders of signification framework (1957). Connotation is a second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it and additional signified (Chandler, 2007).

Chain is a symbol of solidarity. The punk community that were evicted from the community were considered rubbish, considered perverted, making punkers form a new community for cover. Solidarity of this community is very important to survive.

4.2 Discussion

From the analysis of ten punk attributes in punkers of Ciliwung: the writer found that the punk attributes reflect some connotative meanings: orders of signification proposed by Barthes. The punk attributes can be divided into parts of sign which expresses denotative and connotative meaning.

Punk attributes are the clothing, hair style, cosmetics, jewelry, accessories and body modifications of the punk subculture. Punk attributes are very various, ranging from Vivienne Westwood designs to styles modeled on bands like The Exploited to the dressed look of North American hardcore. Kawamura (2005, p. 102) explained that “in the United Kingdom, 1970s punk fashion influenced the designs of Vivienne Westwood and Malcolm McLaren and the Bromley Contingent”. There are other kinds of Punk attributes influenced by other subcultures and art movements, including glam rock, skinheads, rude boys, greasers, and mods have influenced punk fashion. Since punk fashion is closely related to culture, there will be always be several differences between punk communities all over the world. One of the examples is Anarcho Punk, a punk community which originates from United Kingdom (UK). There are some differences between that community and Ciliwung community which the writer has observed, as depicted in the following image:



Picture 6 : Anarcho Punk Band Total Chaos in all-black clothing
Source : Google image, 2018

The differences are shown in the table bellows:

	Ciliwung	Anarcho
Attributes	<ul style="list-style-type: none"> - Mohawk - T-Shirt - Jacket - Pants - Shoes - Boar tusk - Piercing - Emblem - Ring - Chain 	<ul style="list-style-type: none"> - Mohawk - Liberty spike - Tight pants - T-shirts - Shoes
Meaning	<ul style="list-style-type: none"> - Resistance - Like and dislike - Concern - Strong solidarity or friendship 	<ul style="list-style-type: none"> - Anarchy - Anti-Authoritarianism - Anti-Capitalist

4.11 Differences between Ciliwung Punk and Anarcho Punk

Attributes which are worn by Ciliwung punkers' community are different from Anarcho Punk community. For example, Ciliwung punkers' community choose hair style such as Mohawk, use some jewelries and accessories such as boar tusk, chins, rings, emblem and piercing, and then in dressing, Ciliwung punkers' community usually uses T-shirt that has been modified with texts or pictures, Jacket, trousers (alpine and jeans) with design drainpipe, and shoes, but Anarcho punkers' attributes commonly features all-black militaristic clothing (T-shirt, tight pants and shoes) a style that was preceded by the English punk band Crass and hair style of Anarcho Punk are Mohawk and liberty spike.

From the explanation above the author concluded that there are some differences in the meaning of the attributes used by both of those communities. The meaning of Ciliwung punkers' attributes are resistance, like and dislike, concern and strong solidarity or friendship. Meanwhile, Anarcho Punkers' attributes are Anarchy, Anti-Authoritarianism and Anti-Capitalist.

The writer tried to find the relation of the present study with the previous study conducted by Asri Hasanah (2010) entitled "A Semiotic Analysis on DAGADU T-Shirt". In her research she tries to explore the meaning of signs on T-Shirts of Dagadu Product and find out the meaning of their linguistic symbols and then relate linguistic symbols and pictorial symbol. He used a theory of semiotics especially in the frame of cultural semiotic representation and focuses on the aspect of object sign such as Piercian semiotic models. She tries to analyze the linguistic symbol appeared and then to analyze pictorial symbol by using pierce's models. After that she finds that Dagadu Products use a traditional theme

about Jogja province, dagadu designs led a product with familiar iconic theme such as Jogja culture, special foods, Jogja Kingdom (Keraton) and Jogja tourism. There is relation between linguistic and pictorial symbol in dagadu design. The present research further applies the theory of semiotics to broader subjects, namely punk attributes. The theory used in present research is also different because the present research uses sign theory proposed by Saussure which further emphasized by three orders of signification theory proposed by Barthes. The writer chose this theory, Barthes semiotic model, not Piercian semiotic model because the writer wants to analyze the denotative and connotative meanings on punk attributes not analyze symbol, icon and index. So, this theory is appropriate to analyze signs that have denotative and connotative meaning.

The writer also tries to find out the relation with the second previous studies by Audia Eriana (2015) entitled “Peirce’s Semiotics Analysis of Icon and Symbol on Perfume and Advertisement”. In her research, she tries to describe, explain, and analyze the meaning of the signs and investigate its semiotic process using Charles Sanders Peirce’s theory. In the process of conducting the analysis, first she downloaded and printed the data that were taken from Sephora site (www.sephora.com), then she determined which one was the icon and the symbol first from the advertisement, and used it as the data. From the data (icon and symbol), she analyzed the object and the icon and the symbol, and finally got the interpretant in order to give the meaning for the advertisement. In giving meaning, it was only based on the interpretant’s formulation of icon and symbol and also based on her understanding in interpreting the sign. The present research

further applies the theory of semiotics to broader subjects, namely punk attributes. The theory used in present research is also different because the present research uses sign theory proposed by Saussure which further emphasized by three orders of signification theory proposed by Barthes. The writer chose this theory, Barthes semiotic model, not Piercian semiotic model because the writer wants to analyze the denotative and connotative meanings on punk attributes not analyze symbol, icon and index. So, this theory is appropriate to analyze signs that have denotative and connotative meaning.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter contains the conclusion and suggestion from the writer after researching the analysis on punk attributes worn by punkers found in Jalan Ciliwung Malang.

5.1 Conclusion

Punk attributes are the clothing, hair style, cosmetics, jewelry, accessories and body modifications. Clothing that is worn by Ciliwung punkers' community there are T-shirt, jacket, trousers and shoes. Hair style of Ciliwung punkers' community is Mohawk. Accessories that are worn by Ciliwung punkers' community is boar tusk, piercing, emblem, ring and chain.

There are two research problems in this thesis. First is what are the denotative meaning exemplified by each sign found in Ciliwung Punk Attributes; second is what are the connotative meaning exemplified by each sign found in Ciliwung Punk Attributes. There are ten denotative meanings from ten punk attributes that are worn by Ciliwung punkers' community such as Mohawk, T-shirt, jacket, trousers, shoes, boar tusk, piercing, emblem, ring and chain. While, connotative meanings from ten denotative meanings there is ten connotative meanings, first is Mohawk that has connotative meaning that is a resistance to the destiny of God, second is T-shirt that is trying to depict of favorite or support to particular band and resistance in human acts, third is jacket that has meaning is

place to deliver idea and creativity from Ciliwung punkers' community, fourth is pants that is trying to depict of economic crush and then rips pants on the knees as a symbol freedom from economic crush, fifth is shoes that is trying to depict an action of caring for labor society, sixth is boar tusk that is trying to criticize the greed government official, seventh is piercing that is trying to rebel a java society's culture, eighth is emblem that is trying to depict that in Ciliwung punkers' community there is anti-rank, ninth is ring that is trying to depict strong friendship circle of Ciliwung punkers' community and the last is chain that is trying to depict a solidarity of Ciliwung punkers' community.

5.2 Suggestion

This research is still not perfect, as for suggestions that can be addressed to other researchers, and readers on generally about how to anticipate, avoid or minimize the constraints encountered during the review or analysis process object of study. The suggestions are as follows:

1. Semiotics analysis is an interpretative analysis, the relevance of the results of interpretation of the sign, is dependent on the insight of the interpreter (researcher). Insights in interpreting the marks are obtained from document review or literature study, by reading and taking notes from various literature sources. The broader the insight of an interpreter, the greater the chance that he can express new meanings or message behind the mark. Thus, the meaning obtained is quite relevant. Due to the limited time available to the researcher, the lack of document review or literature study. This is quite difficult for

researchers when to interpret the sign, especially in using the code formulated by Barthes. Therefore, for researchers who will conduct similar research, it is advisable to constantly broaden the horizons.

2. Semiotics is a very important science to be able to understand or interpret non-verbal language such as attributes, posters, body language, advertising, and others. Therefore semiotics courses should be given in the first semester so that students can understand the meaning of a sign because each sign is not neutral. If the next researcher interested in the application of Saussure and Barthes' signification theory, the next researcher can find another object to be analyzed such as advertisement, or influential movie poster since verbal and visual sign are things that are available everywhere so that they can contribute to prove how the meaning of things are able to be deducted through academic analysis, in this case semiotics.
3. The next researcher can use different theoretical framework namely Peirce's system or code system proposed by Chandler to further analyze the meaning of the sign whether it is verbal on nonverbal because those three theories are one of the applicable theories of semiotics.

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